SOCIAL MEDIA…

…and the Future of Defense Communication

an Academic Perspective (and more…)

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Professor and Dean of Graduate Studies
Tiffin University, Tiffin, OH

The Professor…

Where I'm Going...

- *New Media Technology, Change and Myth*

- *User Implications*

- *Social and Legal Aspects of Social Media*
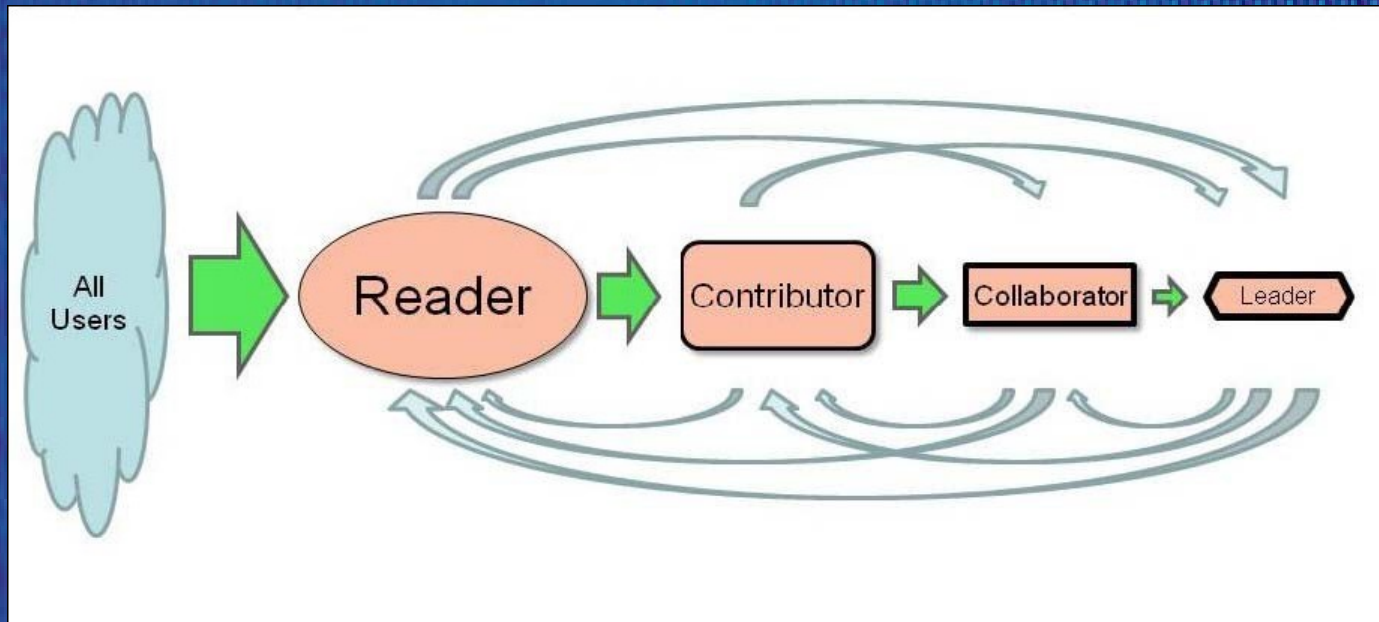
- *The National Security Problem*

"I'm sorry Luke but we have to stick to the National Curriculum."

"An Important Forest"

Professor Ben Shneiderman, researcher, the University of Maryland. "Transactions on Human-Computer Interaction: A Reader-to-Leader Framework."

Reader-to-Leader Framework

The Reader-to-Leader Framework: Motivating Technology-Mediated Social Participation. AIS Transactions of Human-Computer Interaction. Preece and Shneiderman. The University of Maryland. March 2009.

What's the Context for Social Networking?

The "public" World Wide Web and Social Networking

User Implications of Social Networking...

First, some theory...

New Media Technology, Change and Myth

- *Technology unfolds as part of a broader vision of beliefs about people, practices and natural phenomena*

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  - *Uncritical acceptance of technology*
    - *Computers, cell phones, PDA's, etc.*

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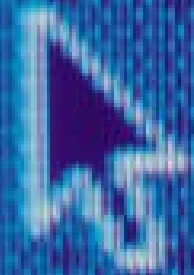
New Media Technology, Change and Myth

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There are a lot of benefits, but we're just starting to truly recognize the negative aspects of social networking

The Commercial End...

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- *Is Web 2.0 the solution?*
  - *How is Web 2.0 defined?*

Social Networking

Social Networking

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Social Networking

- *Has crept up on us like an eastern shore fog*
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That's the big question…

Interpersonal vs. Online Communication
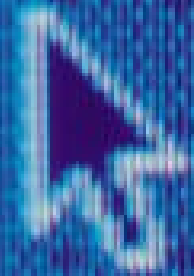
Interpersonal vs. Online Communication
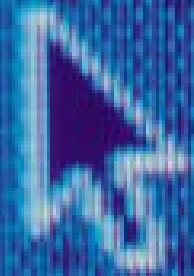
- *Few interpersonal cues*

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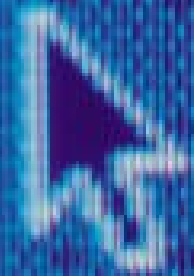
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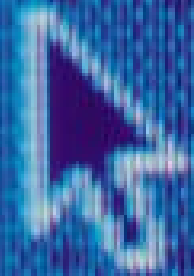
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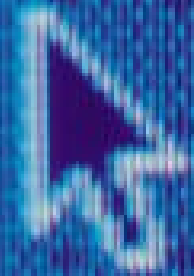
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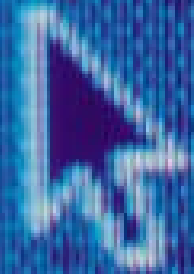 - *Identity cues are absent*
  - *Can "hide" behind the keyboard*
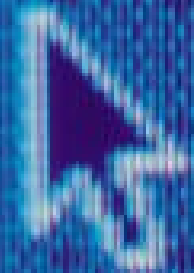
User Implications of Social Networking
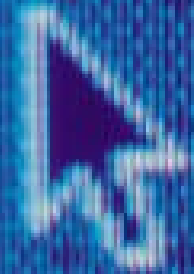
- *Why do we network online?*
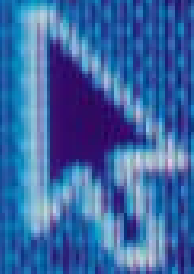
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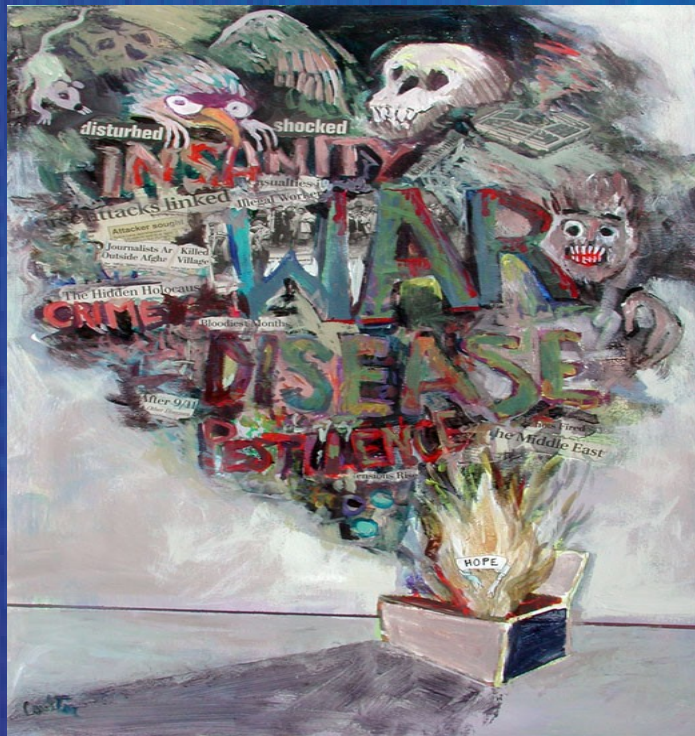 - *Vanity and recognition*
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User Implications of Social Networking

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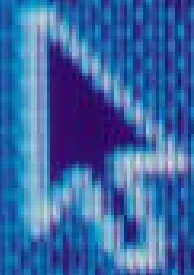 - *Social and organizational change*

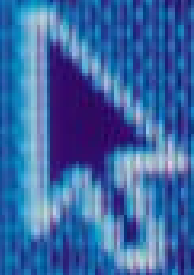# …opens up a Pandora's Box of User Implications

Who are you?
Who am I?
Are you who I think I am?

Open vs. Closed Networks

Open vs. Closed Networks

Another Big Question:

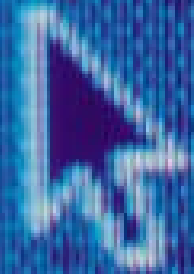# Open vs. Closed Networks

Another Big Question:

How do we reconcile the benefits of an open system with the restrictions of closed government networks?
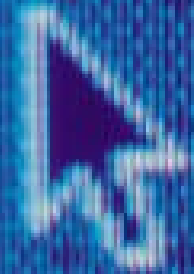
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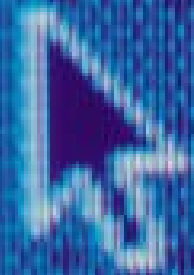
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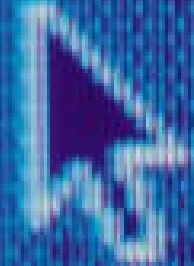- *Yes, no and "it depends"*

Legal Aspects...
Conflicts in Missions

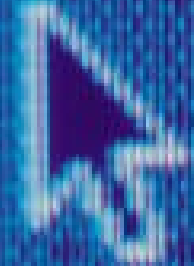# Legal Aspects...
Conflicts in Missions

- *Foreign vs. domestic operations*

Legal Aspects...
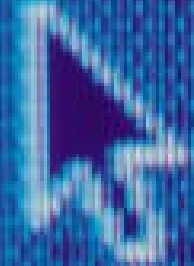## Conflicts in Missions

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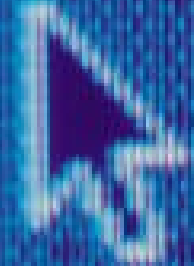## *Conflicts in Missions*

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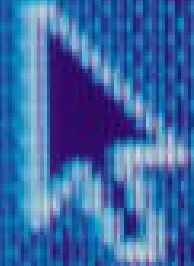
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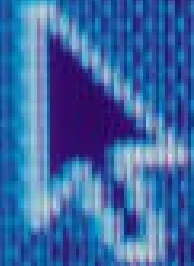## *Conflicts in Missions*

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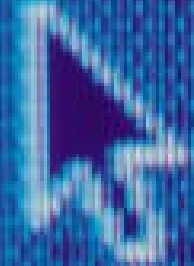## Conflicts in Missions

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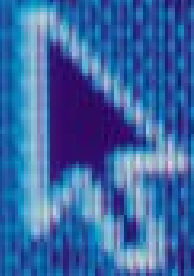 - *How do we cross the barriers in social networking?*

Legal Aspects…
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  - How do we cross the barriers in social networking?
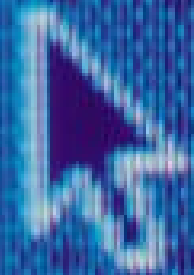   - The Public WWW has no barriers

Social Networking and Risk

Social Networking and Risk

- *Privacy vs. Sharing*

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  - *How far does social networking go before it crosses into national security?*
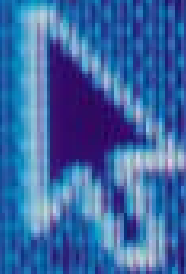
Social Networking and Risk

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  - *What can we do to mediate risk?*

Social Networking and Risk

- *Privacy vs. Sharing*
  - *How far does social networking go before it crosses into national security?*
  - *What can we do to mediate risk?*
  - *Risk vs. benefit*

National Security Implications

The public side…who are you ?

http://twitter.com/jansamoriski

Google

File   Edit   View   Favorites   Tools   Help

Google

Jan Samoriski (jansamoriski) on Twitter

Home   Profile   Find People   Settings   Help   Sign out

jansamoriski

Name Jan Samoriski
Location Ohio
Bio Dean and Professor
of Communications

8
following

3
followers

3
updates

Does Osama Bin Laden tweet? If he (or any of his followers did), how would we know? Andy?

22 minutes ago from web

Updates

Favorites

Anyone have any thoughts about how social networking may affect national security? Can our adversaries learn about us through what we post?

5:55 PM Apr 7th from web

Following

o_O
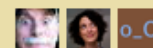
RSS feed of
jansamoriski's updates

Developments in cyberspace law, technology, social networking and national security.

Done   Internet   100%

Start   Screen savers - M...   Jan Samoriski (...   7:34 PM
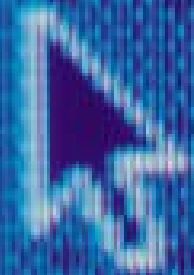
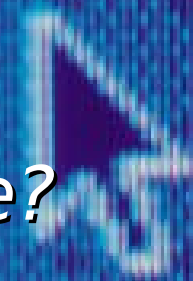# *Identity Online*

- *Who are you?*

Identity Online

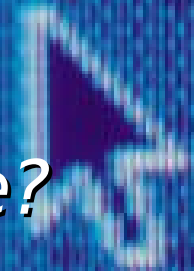- *Who are you?*
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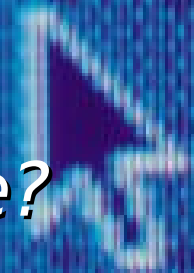 - *Are you who we think you are?*

Identity Online

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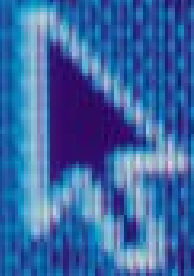   - *False identities*

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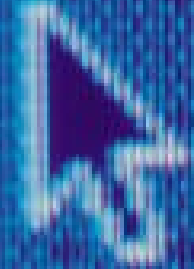   - *False identities*
    - *Real People*

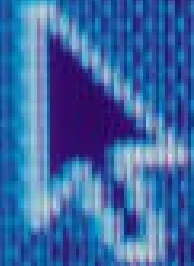# *Truth, Lies, Public Relations and Propaganda*

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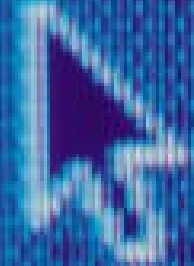- *Misinformation in social networking*

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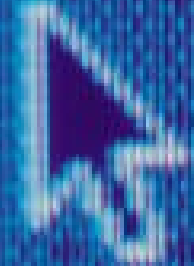 - *A new industry*

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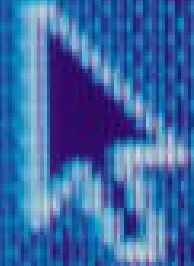 - *A new industry*
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- *Misinformation in social networking*
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Truth, Lies, Public Relations and Propaganda

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  - *Public vs. closed systems (Web 2.0)*

A Matrix of Information

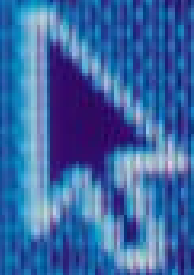- ***Harvesting of information by adversaries***

A Matrix of Information

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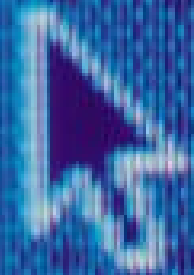- *Political implications*

A Matrix of Information

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Is DoD Really Ready to Fully Adopt Social Media in a Meaningful Way?

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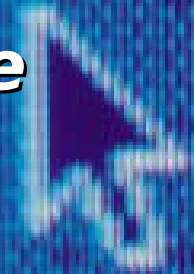- *Transparency*
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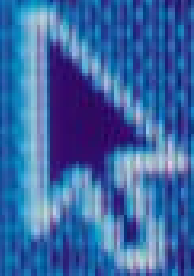   - *All views considered, regardless of status and rank*

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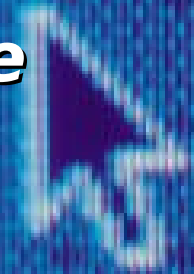
Rumor, Fact and Public Perception...

Is there any truth to this....

Comments and Questions ?